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OUTLOOK

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Special Advertising Section

The Freedom Point

Financial Services for Those Who Need Them Most

When you talk about someone needing financial services, you're usually talking about someone with disposable income who is seeking the advice of a money manager. But what about that large section of the American population that not only doesn't have disposable income, but sometimes struggles just to make ends meet?

Almost every consumer in our country is affected by debt at some time or another. The average American household debt is estimated at more than \$12,000. Current economic changes have most consumers feeling the pinch and are having a big impact on their personal financial well being.

Freedom Point Corporation was founded in 2002 to provide these consumers with CareOne branded debt management services, education and support they need to address their problems and become financially secure, says CEO Bernie Dancel. "We offer groundbreaking financial fitness resources to anyone who struggles with controlling their expenses and managing their debt," he says. "But we're much more than a typical credit counseling agency."

Credit counseling agencies typically provide budgeting advice and debt management plans to their customers. But, according to Dancel, there are many more services available to people struggling with debt. The Freedom Point is the only organization in the country that brings all those services together, under one roof.

"We make a very detailed analysis of where a customer is, what they owe, and what they can pay toward their debt obligation," he says. "Rather than offering a single service and trying to shoe-horn every customer into that option, we're able to objectively decide



which service best fits each particular situation, then guide the customer through that best option."

Some of the options available through The Freedom Point are mortgage refinancing, debt management, debt resolution and bankruptcy.

Debt Management vs. Debt Resolution

Most credit counseling agencies are able to arrange debt management plans for their clients. The agencies have agreements with each credit card company that dictate what kind of payment plan it can offer customers. These plans are creditor-sponsored, explains Dancel, and the credit counseling agency has very little flexibility to adjust the plan for an individual customer.

The Freedom Point, however, has taken the payment plan concept a step further with its revolutionary Debt Resolution Plan. The Freedom Point works with each creditor individually to create a payment plan tailored to that specific customer, based on his or her overall situation. "We go to each creditor, one by one," says



Dancel. "We prove exactly what the customer can afford to pay, then negotiate a payment plan that fairly distributes that payment among the creditors."

The Circle

The Freedom Point takes financial education very seriously, says Dancel. "We understand that even if you don't need help paying off debts, you may still need help managing your money and making smarter spending decisions."

The Circle, The Freedom Point's on-line community, is a free service, available even to non-customers, on the company's website. Among other resources, FreedomPointers™ offer thousands of tips for reducing expenses, many of them coming straight from Freedom Point customers. "We believe in our customers," says Dancel. "We know they are experts in making ends meet. Who better to help you reduce your expenses than the experts?"



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